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PHILIP MORRIS U.S.A.

RESEARCH CENTER

CHARGE NO. & TITLE: 2100 New Product Development

TYPE REPORT: ☐ ANNUAL ☐ SEMIANNUAL ☐ COMPLETION ☒ SPECIAL

DATE: October 3, 1975

PERIOD COVERED:

REPORT TITLE:

R-5514 True Menthol 85 mm (Unidentified) versus 85 mm Timer Menthol
Coded D5ANG Coded D5ANH

R-5515 Belair 85 mm (Unidentified) versus 85 mm Timer Menthol
Coded D5ANC Coded D5AND

R-5516 Kool Milds 85 mm (Unidentified) Coded D5ANE versus 85 mm Timer Menthol
Coded D5ANF

WRITTEN BY

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Central File (2)
Day File (2)

KEYWORDS:

85 mm True Menthol, 85 mm Belair,
85 mm Kool Milds,
85 mm Timer Menthol

1000359442

SUMMARY OF RP³ TEST R-5514 (Unidentified True vs. Timer Menthol)

The cross-section of menthol smokers found the True to have an off-taste ($p < .0005$). They found the Timer menthol to have more total taste ($p < .001$), to be more tobacco-like in flavor ($p < .0005$), to have the better aftertaste ($p < .0005$), to have more menthol coolness ($p < .005$), preferred Timer ($p < .0005$), gave it a higher mean acceptability rating ($p < .01$) and a higher rating on the purchase probability scale ($p < .01$).

True smokers found the unidentified True to have more total taste ($p < .09$), to be sweeter tasting ($p < .03$), to have the better aftertaste ($p < .06$), preferred True ($p < .06$), gave it a higher mean acceptability rating ($p < .05$) and a higher rating on the purchase probability scale ($p < .01$). They found the Timer menthol to have an off-taste ($p < .06$), to be harsher ($p < .005$) and to be more bitter ($p < .01$).

For race breakouts see tables.

SUMMARY OF RP³ TEST R-5515 (Unidentified Belair vs. Timer Menthol)

Belair smokers found the unidentified Belair to have the better aftertaste ($p < .08$) and preferred Belair ($p < .10$).

For race breakouts see tables.

SUMMARY OF RP³ TEST R-5516 (Unidentified Kool Milds vs. Timer Menthol)

The cross-section of menthol smokers found the Kool Milds to be harsher ($p < .07$) and to be more tobacco-like in flavor ($p < .10$). They found the Timer menthol to have more menthol coolness ($p < .03$).

Kool smokers found the unidentified Kool Milds to be harsher ($p < .09$). They found the Timer menthol to be sweeter-tasting ($p < .01$).

For race breakouts see tables.

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PURPOSE: To test the acceptability of the Timer Menthol 85 mm product against three unidentified competitive products (True, Belair, and Kool Milds).

PANELISTS: On each of the three tests we used a cross-section of 85 mm menthol smokers recruited from the Richmond Product Placement Panel. In order to have enough smokers of the control cigarette to analyze separately, we augmented the cross-section panel with 51 additional True smokers in R-5514, 100 additional Belair smokers in R-5515, and 200 additional Kool smokers in R-5516.

PROCEDURE: On each test participants were given five packs of the unidentified control cigarette and five packs of the experimental cigarette. After smoking as many of the cigarettes as necessary, they answered nine attribute questions, a preference question, a nine-point overall acceptability scale ranging from (1=dislike extremely to 9=like extremely) and a seven-point purchase probability scale ranging from (1=definitely not to 7=definitely). (See attached ballot.)

CIGARETTES:

<u>R-5514</u>	<u>True Menthol 85 mm Coded D5ANG</u>	<u>Timer Menthol 85 mm Coded D5ANH</u>
Red	N7	K3
Black	K3	N7
<u>R-5515</u>	<u>Belair 85 mm Coded D5ANC</u>	<u>Timer Menthol 85 mm Coded D5AND</u>
Red	L9	G5
Black	G5	L9
<u>R-5516</u>	<u>Kool Milds 85 mm Coded D5ANE</u>	<u>Timer Menthol 85 mm Coded D5ANF</u>
Red	Q6	K2
Black	K2	Q6

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RESULTS:

KEY:

TS-W	85 mm True Smokers (White)
TS-B	85 mm True Smokers (Black)
TS-CP	True Smokers Combined
BS-W	85 mm Belair Smokers (White)
BS-B	85 mm Belair Smokers (Black)
BS-CP	Belair Smokers Combined
KS-W	85 mm Kool Smokers (White)
KS-B	85 mm Kool Smokers (Black)
KS-CP	Kool Smokers Combined
CS-W	Cross-section of 85 mm Menthol Smokers (White)
CS-B	Cross-section of 85 mm Menthol Smokers (Black)
CS-CP	Cross-section of 85 mm Menthol Smokers Combined

PART I

(Study Code R-5514)

TS-W	-	N= 20
TS-B	-	N= 8
TS-CP	-	N= 28
CS-W	-	N= 87
CS-B	-	N= 71
CS-CP	-	N=158

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Which cigarette:	True Menthol D5ANG	Timer Menthol D5ANH	No Difference	Probability
Has more total taste?				
TS-W	12	6	2	NS
TS-B	5	2	1	NS
TS-CP	17	8	3	<.09
CS-W	30	50	7	<.04
CS-B	20	43	8	<.01
CS-CP	50	93	15	<.001

Which cigarette:	True Menthol D5ANG	Timer Menthol D5ANH	No Difference	Probability
Has an off-taste?				
TS-W	1	12	7	<.02
TS-B	2	1	5	NS
TS-CP	3	13	12	<.06
CS-W	39	21	26	<.06 inc.
CS-B	45	15	11	<.0005
CS-CP	84	36	37	<.0005 inc.
Is harsher?				
TS-W	2	11	7	<.05
TS-B	0	6	2	<.04
TS-CP	2	17	9	<.005
CS-W	28	41	18	NS
CS-B	38	17	16	<.02
CS-CP	66	58	34	NS
Is more spicy?				
TS-W	3	10	7	NS
TS-B	1	2	5	NS
TS-CP	4	12	12	NS
CS-W	29	25	32	NS inc.
CS-B	23	28	20	NS
CS-CP	52	53	52	NS inc.
Is sweeter-tasting?				
TS-W	12	5	3	NS
TS-B	5	0	3	<.08
TS-CP	17	5	6	<.03
CS-W	41	25	21	<.09
CS-B	21	37	13	<.06
CS-CP	62	62	34	NS
Is more bitter?				
TS-W	1	12	7	<.02
TS-B	0	3	5	NS
TS-CP	1	15	12	<.01
CS-W	32	27	28	NS
CS-B	30	18	23	NS
CS-CP	62	45	51	NS

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Which cigarette:	True Menthol D5ANG	Timer Menthol D5ANH	No Difference	Probability
Is more tobacco-like in flavor?				
TS-W	8	7	5	NS
TS-B	3	3	2	NS
TS-CP	11	10	7	NS
CS-W	17	53	17	<.0005
CS-B	16	46	9	<.0005
CS-CP	33	99	26	<.0005
Has the better aftertaste?				
TS-W	13	6	1	NS
TS-B	4	1	3	NS
TS-CP	17	7	4	<.06
CS-W	27	52	8	<.01
CS-B	18	41	12	<.01
CS-CP	45	93	20	<.0005
Has more menthol coolness?				
TS-W	11	6	3	NS
TS-B	4	3	1	NS
TS-CP	15	9	4	NS
CS-W	30	53	4	<.02
CS-B	21	35	15	<.10
CS-CP	51	88	19	<.005

Which do you prefer?	True Menthol D5ANG	Timer Menthol D5ANH	Probability
TS-W	14	6	<.03
TS-B	5	3	NS
TS-CP	19	9	<.06
CS-W	33	52	<.04 inc.
CS-B	20	49	<.0005 inc.
CS-CP	53	101	<.0005 inc.

NINE-POINT OVERALL ACCEPTABILITY SCALE
(1=dislike extremely to 9=like extremely)

	Means			
	D5ANG	D5ANH	t-Scores	Probability
TS-W	6.40	5.15	1.73	NS
TS-B	7.13	5.63	1.45	NS
TS-CP	6.61	5.29	2.31	<.05
CS-W	4.80	6.00	3.24	<.01
CS-B	3.96	5.76	4.14	<.01 inc.
CS-CP	4.42	5.90	5.20	<.01 inc.

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SEVEN-POINT PURCHASE PROBABILITY SCALE
(1=definitely not to 7=definitely)

	<u>Means</u>		<u>t-Scores</u>	<u>Probability</u>
	<u>D5ANG</u>	<u>D5ANH</u>		
TS-W	4.90	3.45	2.30	<.05
TS-B	5.63	3.63	2.49	<.05
TS-CP	5.11	3.50	3.22	<.01
CS-W	3.44	4.44	3.03	<.01
CS-B	2.82	4.49	4.57	<.01
CS-CP	3.16	4.46	5.31	<.01

PART II

(Study Code R-5515)

BS-W	-	N= 53
BS-B	-	N= 20
BS-CP	-	N= 73
CS-W	-	N= 87
CS-B	-	N= 76
CS-CP	-	N=163

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Which cigarette:	<u>Belair Menthol D5ANC</u>	<u>Timer Menthol D5AND</u>	<u>No. Difference</u>	<u>Probability</u>
Has more total taste?				
BS-W	25	23	5	NS
BS-B	12	7	1	NS
BS-CP	37	30	6	NS
CS-W	44	35	8	NS
CS-B	32	34	10	NS
CS-CP	76	69	18	NS

Which cigarette:	Belair Menthol D5ANC	Timer Menthol D5AND	No Difference	Probability
Has an off-taste?				
BS-W	15	24	14	NS
BS-B	6	10	4	NS
BS-CP	21	34	18	NS
CS-W	20	35	32	NS
CS-B	30	25	21	NS
CS-CP	50	60	53	NS
Is harsher?				
BS-W	15	24	14	NS
BS-B	8	9	3	NS
BS-CP	23	33	17	NS
CS-W	37	31	19	NS
CS-B	28	31	17	NS
CS-CP	65	62	36	NS
Is more spicy?				
BS-W	13	14	26	NS
BS-B	9	7	4	NS
BS-CP	22	21	30	NS
CS-W	18	34	35	<.09
CS-B	18	21	37	NS
CS-CP	36	55	72	NS
Is sweeter-tasting?				
BS-W	23	16	14	NS
BS-B	8	8	4	NS
BS-CP	31	24	18	NS
CS-W	32	32	23	NS
CS-B	25	25	26	NS
CS-CP	57	57	49	NS
Is more bitter?				
BS-W	13	25	15	<.10
BS-B	8	6	6	NS
BS-CP	21	31	21	NS
CS-W	24	28	35	NS
CS-B	28	23	25	NS
CS-CP	52	51	60	NS

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Which cigarette:	Belair Menthol D5ANC	Timer Menthol D5AND	No Difference	Probability
Is more tobacco-like in flavor?				
BS-W	23	17	13	NS
BS-B	10	6	4	NS
BS-CP	33	23	17	NS
CS-W	42	31	14	NS
CS-B	31	28	17	NS
CS-CP	73	59	31	NS
Has the better aftertaste?				
BS-W	30	19	4	NS
BS-B	12	8	0	NS
BS-CP	42	27	4	<.08
CS-W	40	31	16	NS
CS-B	36	32	8	NS
CS-CP	76	63	24	NS
Has more menthol coolness?				
BS-W	24	26	3	NS
BS-B	10	10	0	NS
BS-CP	34	36	3	NS
CS-W	35	39	13	NS
CS-B	30	39	7	NS
CS-CP	65	78	20	NS

Which do you prefer?	Belair Menthol D5ANC	Timer Menthol D5AND	Probability
BS-W	31	21	NS inc.
BS-B	12	8	NS
BS-CP	43	29	<.10 inc.
CS-W	45	40	NS inc.
CS-B	33	42	NS inc.
CS-CP	78	82	NS inc.

NINE-POINT OVERALL ACCEPTABILITY SCALE
(1=dislike extremely to 9=like extremely)

	Means			
	D5ANC	D5AND	t-Scores	Probability
BS-W	6.09	5.34	1.62	NS
BS-B	5.70	5.45	0.34	NS
BS-CP	5.99	5.37	1.57	NS
CS-W	5.84	5.48	1.04	NS
CS-B	5.63	5.89	0.61	NS
CS-CP	5.74	5.67	0.25	NS

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SEVEN-POINT PURCHASE PROBABILITY SCALE

(1=definitely not to 7=definitely)

	Means		t-Scores	Probability
	<u>D5ANC</u>	<u>D5AND</u>		
BS-W	4.25	3.45	1.82	NS
BS-B	4.20	3.75	0.66	NS
BS-CP	4.23	3.53	1.92	NS
CS-W	4.02	3.67	1.14	NS
CS-B	4.26	4.34	0.21	NS
CS-CP	4.13	3.98	0.63	NS

PART III

(Study Code R-5516)

KS-W	- N= 48
KS-B	- N= 57
KS-CP	- N=105
CS-W	- N= 95
CS-B	- N= 74
CS-CP	- N=169

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Which cigarette:	<u>Kool Milds D5ANE</u>	<u>Timer Menthol D5ANF</u>	<u>No Difference</u>	<u>Probability</u>
Has more total taste?				
KS-W	23	15	6	NS inc.
KS-B	24	23	5	NS inc.
KS-CP	47	38	11	NS inc.
CS-W	50	34	7	<.10 inc.
CS-B	28	32	9	NS inc.
CS-CP	78	66	16	NS inc.

Which cigarette:	Kool Milds D5ANE	Timer Menthol D5ANF	No Difference	Probability
Has an off-taste?				
KS-W	12	19	14	NS inc.
KS-B	22	15	14	NS inc.
KS-CP	34	34	28	NS inc.
CS-W	26	33	27	NS inc.
CS-B	30	16	21	<.09 inc.
CS-CP	56	49	48	NS inc.
Is harsher?				
KS-W	20	17	9	NS inc.
KS-B	26	12	12	<.05 inc.
KS-CP	46	29	21	<.09 inc.
CS-W	40	36	12	NS inc.
CS-B	35	16	17	<.03 inc.
CS-CP	75	52	29	<.07 inc.
Is more spicy?				
KS-W	12	10	19	NS inc.
KS-B	13	23	13	NS inc.
KS-CP	25	33	32	NS inc.
CS-W	28	28	27	NS inc.
CS-B	20	25	21	NS inc.
CS-CP	48	53	48	NS inc.
Is sweeter-tasting?				
KS-W	13	18	12	NS inc.
KS-B	8	29	12	<.005 inc.
KS-CP	21	47	24	<.01 inc.
CS-W	36	30	19	NS inc.
CS-B	14	36	14	<.01 inc.
CS-CP	50	66	33	NS inc.
Is more bitter?				
KS-W	11	16	14	NS inc.
KS-B	25	12	10	<.06 inc.
KS-CP	36	28	24	NS inc.
CS-W	28	28	24	NS inc.
CS-B	33	14	19	<.02 inc.
CS-CP	61	42	43	NS inc.

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Which cigarette:	Kool Milds D5ANE	Timer Menthol D5ANF	No Difference	Probability
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Is more tobacco-like in flavor?

KS-W	25	15	5	NS inc.
KS-B	23	21	5	NS inc.
KS-CP	48	36	10	NS inc.
CS-W	43	32	14	NS inc.
CS-B	34	24	9	NS inc.
CS-CP	77	56	23	<.10 inc.

Has the better aftertaste?

KS-W	23	15	6	NS inc.
KS-B	16	30	3	<.05 inc.
KS-CP	39	45	9	NS inc.
CS-W	44	37	11	NS inc.
CS-B	21	39	5	<.03 inc.
CS-CP	65	76	16	NS inc.

Has more menthol coolness?

KS-W	17	23	5	NS inc.
KS-B	23	29	4	NS inc.
KS-CP	40	52	9	NS inc.
CS-W	32	47	11	NS inc.
CS-B	28	41	2	NS inc.
CS-CP	60	88	13	<.03 inc.

Which do you prefer?	Kool Milds D5ANE	Timer Menthol D5ANF	Probability
KS-W	29	17	<.09 inc.
KS-B	20	30	NS inc.
KS-CP	49	47	NS inc.
CS-W	48	43	NS inc.
CS-B	27	40	NS inc.
CS-CP	75	83	NS inc.

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NINE-POINT OVERALL ACCEPTABILITY SCALE
(1=dislike extremely to 9=like extremely)

	Means			
	D5ANE	D5ANF	t-Scores	Probability
KS-W	6.02	5.60	0.89	NS inc.
KS-B	5.92	6.08	0.33	NS inc.
KS-CP	5.97	5.85	0.36	NS inc.
CS-W	5.91	5.80	0.33	NS inc.
CS-B	5.57	6.17	1.49	NS inc.
CS-CP	5.76	5.96	0.77	NS inc.

SEVEN-POINT PURCHASE PROBABILITY SCALE

(1=definitely not to 7=definitely)

	<u>Means</u>		<u>t-Scores</u>	<u>Probability</u>
	<u>D5ANE</u>	<u>D5ANF</u>		
KS-W	4.62	4.00	1.44	NS inc.
KS-B	4.20	4.79	1.46	NS inc.
KS-CP	4.39	4.43	0.13	NS inc.
CS-W	4.23	4.11	0.40	NS inc.
CS-B	4.00	4.86	2.48	<.05 inc.
CS-CP	4.13	4.45	1.37	NS inc.

1000359454

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Jerry Osmalov (5)

Date: September 10, 1975

From: Faye Reynolds

Charge No. 2100

Subject: R-5514 Unidentified True Menthol 85 mm Cigarette vs. 85 mm
Menthol 8-9 mg. Dil. CA Cigarette Coded X6D5ALL (no over-tipping)

Test Requester: P. Gauvin

Approved by:

L. Meyer
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus
58 additional True menthol smokers

Presentation: Paired Comparison

Quantity:

Control

Red	N7	1000 packs
Black	K3	1000 packs

Experimental

Red	K3	1000 packs
Black	N7	1000 packs

Cigarette Descriptions:

Control - Unidentified True Menthol 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette
Coded X6D5ALL (no over-tipping)

fs

cc: F. Resnik
W. Gannon
R. Thomson
F. Daylor

J. Wickham
H. Daniel
H. Spielberg
L. Meyer
C. Kounnas

J. Whitman
M. Johnston
E. Chambers
P. Gauvin

Faye Reynolds

1000359455

TO: ~~Faye~~ Reynolds

DATE: September 30, 1975

FROM: J. E. Wickham

SUBJECT: Richmond Panel R-5514

DSANG = Red N7 and Black K3 = True Menthol 85 Cigarettes
 DSANH = Red K3 and Black N7 = Experimental Timer Menthol 85 Cigarettes

The experimental Timer Menthol 85 cigarettes (DSANH) were different from the True Menthol 85 cigarettes (DSANG) in all characteristics except puff count, total RTD, static burning time, cigarette length, circumference, filter length, filter weight and menthol in smoke delivery.

The True Menthol 85 cigarettes were overtipped in order to conceal their identity from the panelists.

	True Menthol 85	Timer Menthol 85
IBM Code	DSANG	DSANH
<u>Smoke</u>		
Butt Length, mm	33	33
FTC Tar, mg/cigt.	11.3	8.9
Nicotine, mg/cigt.	0.68	0.58
Puffs/cigt.	7.9	7.6
Filtration Eff., %	47	61
<u>Cigarette</u>		
Total RTD, in. of H ₂ O	4.8	5.1
Static Burn. Time, min.	7.5	7.5
Length, mm	84.5	84.5
Circumference, mm	25.1	25.0
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	23	12
<u>Filter</u>		
RTD, in. of H ₂ O	2.7	4.2
Length, mm	25.0	25.0
Inner	15.0	-
Outer	10.0	-
Weight, g	0.17	0.18
Inner	0.10	-
Outer	0.07	-
Tipping paper length, mm	30	30
Dilation, %	17	24
<u>Filler</u>		
Total alkaloids, %	1.26	1.45
Total reducing sugars, %	8.3	5.1
Wt. of tob., g	0.71	0.69
Rod Density, g/cc	0.239	0.234
<u>Menthol, mg/cigt.</u>		
Smoke	0.37	0.34
Filler	2.4	3.0
Filter	0.4	0.8

JEW: gmm

cc: Mr. F. E. Resnik Mr. D. F. Meyer
 Mr. R. N. Thomson Mr. H. L. Spielberg
 Dr. W. F. Gannon Mr. M. E. Johnston
 Mr. J. S. Osmalov Mr. P. N. Gauvin
 Mr. F. L. Daylor Analytical File
 Mr. H. G. Daniel

1000359456

RECEIVED

SEP 26 1975

F. E. RESNIK

CIGARET DEVELOPMENT DIVISION

TEST RELEASE FORM

Test No. R-5514

Test Description Unidentified Yucca menthol 8mm vs Yucca menthol

Requested by: Lawrie (Reynolds)

Date Requested 9-16-75

Date Completed 9-18-75

CHECKED BY

Cigaret Inspection:

Filters

Filler Rod

Finished Cigt

Packaging

OK JHW

OK JHW

Analytical Specifications: Paul (Lamm)

Sent to Analytical: 9-18-75

Date Received: 9-19-75

Date

SAMPLES SENT TO

Shannon (2pks) 9-22-75

Deerlow (2pks) 9-22-75

(2pks)

Lamm (2ctn) 9-22-75

Smith (1ctn) 9-22-75

APPROVED FOR RELEASE

J. S. (Lamm)
Tobacco Semi-Works
Facility Leader

APPROVED FOR RELEASE

J. S. (Lamm)
Manager
Cigaret Development
Services Division

SHIPPING

Sent to Shipping

9-22-75

1000359457

RETURN BALLOT BY

Dear Panelist:

R-5514

B

With this ballot I am sending you ten packs of cigarettes coded as follows: N7 - 5 packs and K3 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked N7 and then the cigarettes marked K3. Then compare the two cigarettes with each other and complete the questions below.

Which cigarette:	N7	K3	No Difference
1. has more total taste?			
2. has an off-taste?			
3. is harsher?			
4. is more spicy?			
5. is sweeter-tasting?			
6. is more bitter?			
7. is more tobacco-like in flavor?			
8. has the better aftertaste?			
9. has more menthol coolness?			
10. Which do you prefer? (choose one)			

- 11a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded N7.

--	--	--	--	--	--	--	--	--	--

dislike dislike dislike dislike neither like like like like
extremely very much moderately slightly like nor slightly moderately very much extremely
dislike

- 11b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded K3.

--	--	--	--	--	--	--	--	--	--

dislike dislike dislike dislike neither like like like like
extremely very much moderately slightly like nor slightly moderately very much extremely
dislike

- 12a. Would you buy the N7 cigarette if it were available now?

--	--	--	--	--	--	--	--	--	--

definitely probably possibly uncertain possibly probably definitely
not not not

- 12b. Would you buy the K3 cigarette if it were available now?

--	--	--	--	--	--	--	--	--	--

definitely probably possibly uncertain possibly probably definitely
not not not

1000359458

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975
From: Faye Reynolds Charge No. 2100
Subject: R-5515 Unidentified Belair 85 mm vs. 85 mm Menthol 8-9 mg. Dil.
CA Cigarette Coded X6D5ALL (over-tipped to same length as control)

Test Requester: P. Gauvin

Approved by: *L. Meyer*
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus
100 additional Belair smokers

Presentation: Paired Comparison

Quantity:

Control

Red	L9	1100 packs
Black	G5	1100 packs

Experimental

Red	G5	1100 packs
Black	L9	1100 packs

Cigarette Descriptions:

Control - Unidentified Belair 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette
Coded X6D5ALL (over-tipped to same length
as control) ALL

fs

cc: F. Resnik J. Wickham J. Whitman
W. Gannon H. Daniel M. Johnston
R. Thomson H. Spielberg E. Chambers
F. Daylor L. Meyer P. Gauvin
C. Kounnas

Faye Reynolds

1000359459

TO: ✓Faye Reynolds

DATE: September 30, 1975

FROM: J. E. Wickham

SUBJECT: Richmond Panel R-5515

DSANC = Red L9 and Black G5 = Belair 85 Cigarettes
DSAND = Red G5 and Black L9 = Experimental Timer Menthol 85 Cigarettes

The experimental Timer Menthol 85 cigarettes (DSAND) were different from the Belair 85 cigarettes (DSANC) in all characteristics except puff count, static burning time, circumference, and menthol in smoke delivery.

These cigarettes were overtipped with a 39 mm tipping paper in order for Belair 85 cigarettes to be unidentified to the panelists.

	Belair 85	Timer Menthol 85
IBM Code	DSANC	DSAND
<u>Smoke</u>		
Butt Length, mm	42	42
FTC Tar, mg/cigt.	10.4	6.5
Nicotine, mg/cigt.	0.73	0.48
Puffs/cigt.	5.9	6.4
Filtration Eff., %	48	61
<u>Cigarette</u>		
Total RTD, in. of H ₂ O	4.3	5.0
Static Burn. Time, min.	7.5	7.5
Length, mm	83.6	84.5
Circumference, mm	25.0	25.0
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	21	12
<u>Filter</u>		
RTD, in. of H ₂ O	2.4	4.1
Length, mm	21.0	25.0
Weight, g	0.14	0.18
Tipping paper length, mm	39	39
Dilution, %	None	25
<u>Filler</u>		
Total alkaloids, %	1.77	1.45
Total reducing sugars, %	7.2	5.1
Wt. of tob., g	0.76	0.69
Rod Density, g/cc	0.244	0.234
<u>Menthol, mg/cigt.</u>		
Smoke	0.22	0.26
Filler	1.7	3.0
Filter	0.3	0.8
<u>Unvertipped Data</u>		
Butt Length, mm	29	33
FTC Tar, mg/cigt.	15.2	8.9
Nicotine, mg/cigt.	1.04	0.58
Puffs/cigt.	7.5	7.6
Menthol: Smoke, mg/cigt.	0.30	0.34

JEW:gm

cc: Mr. F. E. Resnik
Mr. R. N. Thomson
Dr. W. F. Gannon
Mr. J. S. Osmakov
Mr. F. L. Daylor
Mr. H. G. Daniel
Mr. L. F. Meyer
Mr. H. L. Spielberg
Mr. M. E. Johnston
Mr. P. N. Gauvin
Analytical File

John Wickham

1000359460

RECEIVED

SEP 26 1975

CIGARET DEVELOPMENT DIVISION

TEST RELEASE FORM

F. E. RESNIK

Test No. R-5375

Test Description Unidentified Belair menthol 85 vs. Tamen menthol

Requested by: Gowin (Raymond)

Date Requested 9-16-75

Date Completed 9-18-75

CHECKED BY

Cigaret Inspection:

Filters

Filler Rod

Finished Cigt

Packaging

Analytical Specifications:

Sent to Analytical:

Date Received:

Date

SAMPLES SENT TO

<u>Wharton</u>	(2pks)	<u>9-22-75</u>
<u>Sumatra</u>	(2pks)	<u>9-22-75</u>
	(2pks)	
<u>Louisa</u>	(2ctn)	<u>9-22-75</u>
<u>Daniel</u>	(1ctn)	<u>9-22-75</u>

APPROVED FOR RELEASE

J. H. Wanner
Tobacco Semi-Works
Facility Leader

APPROVED FOR RELEASE

J. S. Donald
Manager
Cigaret Development
Services Division

SHIPPING

Sent to Shipping

9-22-75

1000359461

RETURN BALLOT BY

Dear Panelist:

R-5515

B

With this ballot I am sending you ten packs of cigarettes coded as follows:
L9 - 5 packs and G5 - 5 packs. Remember, you do not have to smoke all of
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in
the enclosed postage-paid envelope. Thank you very much - your cooperation in
this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked L9 and then the cigarettes
marked G5. Then compare the two cigarettes with each other and complete the
questions below.

Which cigarette:	L9	G5	No Difference
1. has more total taste?	_____	_____	_____
2. has an off-taste?	_____	_____	_____
3. is harsher?	_____	_____	_____
4. is more spicy?	_____	_____	_____
5. is sweeter-tasting?	_____	_____	_____
6. is more bitter?	_____	_____	_____
7. is more tobacco-like in flavor?	_____	_____	_____
8. has the better aftertaste?	_____	_____	_____
9. has more menthol coolness?	_____	_____	_____
10. Which do you prefer? (choose one)	_____	_____	_____

- 11a. Check the box that best describes how you feel about the overall acceptability
of the cigarette coded L9.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 11b. Check the box that best describes how you feel about the overall acceptability
of the cigarette coded G5.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 12a. Would you buy the L9 cigarette if it were available now?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
definitely not	probably not	possibly not	uncertain	possibly	probably	definitely	

- 12b. Would you buy the G5 cigarette if it were available now?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
definitely not	probably not	possibly not	uncertain	possibly	probably	definitely	

1000359462

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975
From: Faye Reynolds Charge No. 2100
Subject: R-5516 Unidentified Kool Milds 85 mm
Cigarette vs. 85 mm Menthol 8-9 mg. Dil. CA
Cigarette Coded X6D5ALL (over-tipped) to same length as control)

Test Requester: P. Gauvin

Approved by: P. Meyer
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus 100
Additional Kool Milds Smokers

Presentation: Paired Comparison

Quantity:

<u>Control</u>		
Red	Q6	1100 packs
Black	K2	1100 packs

<u>Experimental</u>		
Red	K2	1100 packs
Black	Q6	1100 packs

Cigarette Descriptions:

Control - Unidentified Kool Milds 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette
Coded X6D5ALL (over-tipped to same length
as control) *ALL*

fs

cc: F. Resnik
W. Gannon
R. Thomson
F. Daylor

J. Wickham
H. Daniel
H. Spielberg
L. Meyer
C. Kounnas

J. Whitman
M. Johnston
E. Chambers
P. Gauvin

Faye Reynolds

1000359463

TO: Faye Reynolds

DATE: September 30, 1975

FROM: J. E. Wickham

SUBJECT: Richmond Panel R-5516

DSANE = Red Q6 and Black K2 = Kool Milds Menthol 85 Cigarettes
DSANF = Red K2 and Black Q6 = Experimental Timer Menthol 85 Cigarettes

The experimental Timer Menthol 85 cigarettes (DSANF) were different from the Kool Milds Menthol 85 cigarettes (DSANE) in all characteristics except puff count, static burning time, circumference, filter length, filter weight and total alkaloids.

These cigarettes were overtipped in order for Kool Milds Menthol 85 cigarettes to be unidentified to the panelists.

	Kool Milds Menthol 85	Timer Menthol 85
IBM Code	DSANE	DSANF
<u>Smoke</u>		
Butt Length, mm	33	33
FTC Tar, mg/cigt.	12.3	8.9
Nicotine, mg/cigt.	0.80	0.58
Puffs/cigt.	7.2	7.6
Filtration Eff., %	51	61
<u>Cigarette</u>		
Total RTD, in. of H ₂ O	4.6	5.1
Static Burn. Time, min.	7.5	7.5
Length, mm	83.7	84.5
Circumference, mm	25.1	25.0
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	16	12
<u>Filter</u>		
RTD, in. of H ₂ O	2.7	4.2
Length, mm	24.8	25.0
Weight, g	0.17	0.18
Tipping paper length, mm	30	30
Dilution, %	None	24
<u>Filler</u>		
Total alkaloids, %	1.52	1.45
Total reducing sugars, %	7.8	5.1
Wt. of tob., g	0.73	0.69
Rod Density, g/cc	0.247	0.234
<u>Menthol, mg/cigt.</u>		
Smoke	0.26	0.34
Filler	1.7	3.0
Filter	0.4	0.8

JEW:gmm

cc: Mr. F. E. Resnik
Mr. R. N. Thomson
Dr. W. F. Gannon
Mr. J. S. Osmalov
Mr. F. L. Daylor
Mr. H. C. Daniel
Mr. L. F. Meyer
Mr. H. L. Spielberg
Mr. M. E. Johnston
Mr. P. N. Gauvin
Analytical File

Jew

1000359464

RECEIVED

SEP 26 1975

CIGARET DEVELOPMENT DIVISION

TEST RELEASE FORM

F. E. RESNIK

Test No. R-5516

Test Description Unidentified Road Milk 85mm Vs. Tinner Mental

Requested by: Gorman (Reynolds)

Date Requested 9-16-75

Date Completed 9-18-75

CHECKED BY

Cigaret Inspection:

Filters

Filler Rod

Finished Cigt

Packaging

Analytical Specifications:

Sent to Analytical:

Date Received:

Date

SAMPLES SENT TO

Hannon (2pks) 9-22-75

Bomblaw (2pks) 9-22-75

(2pks)

Hannon (2ctn) 9-22-75

Aravels (1ctn) 9-22-75

APPROVED FOR RELEASE

JN Wanner
Tobacco Semi-Works
Facility Leader

APPROVED FOR RELEASE

J. S. Bonnell
Manager
Cigaret Development
Services Division

SHIPPING

Sent to Shipping

9-22-75

1000359465

RETURN BALLOT BY

Dear Panelist:

R-5516

B

With this ballot I am sending you ten packs of cigarettes coded as follows:
Q6 - 5 packs and K2 - 5 packs. Remember, you do not have to smoke all of
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in
the enclosed postage-paid envelope. Thank you very much - your cooperation in
this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked Q6 and then the cigarettes
marked K2. Then compare the two cigarettes with each other and complete the
questions below.

Which cigarette:	Q6	K2	No Difference
1. has more total taste?			
2. has an off-taste?			
3. is harsher?			
4. is more spicy?			
5. is sweeter-tasting?			
6. is more bitter?			
7. is more tobacco-like in flavor?			
8. has the better aftertaste?			
9. has more menthol coolness?			
10. Which do you prefer? (choose one)			

- 11a. Check the box that best describes how you feel about the overall acceptability
of the cigarette coded Q6.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 11b. Check the box that best describes how you feel about the overall acceptability
of the cigarette coded K2.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 12a. Would you buy the Q6 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely	

- 12b. Would you buy the K2 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely	

1000359466

75-194

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: July 1, 1975
From: Faye Reynolds Charge No. 1503
Subject: R-3579 Marlboro Y76 vs. Marlboro Y76
with R&D RL (Test #75)

Test Requester: D. Keel

Approved by:

Day
Manager

Panel Makeup: 150 85 mm Marlboro Smokers.
150 85 mm Regular Filter Smokers

Presentation: Inverted Duo-trio

Quantity:

Control

Red	L9	660 packs
Red	N5	505 packs
Black	L9	660 packs
Black	K3	505 packs

Experimental

Red	K3	505 packs
Black	N5	505 packs

Cigarette Descriptions:

Control - Marlboro Y76

Experimental - Marlboro Y76 with R&D RL (Test #75)

fs

cc: F. Resnik J. Wickham J. Whitman
W. Gannon H. Daniel M. Johnston
R. Thomson H. Spielberg E. Chambers
F. Daylor D. Keel

1000359467

Faye Reynolds

75-196

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975
From: Faye Reynolds Charge No. 2100
Subject: R-5516 Unidentified Kool Milds 85 mm
Cigarette vs. 85 mm Menthol 8-9 mg. Dil. CA
Cigarette Coded X6D5ALM (over-tipped) to same length as control)

Test Requester: P. Gauvin

Approved by: S. Meyer
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus 100
Additional Kool Milds Smokers

Presentation: Paired Comparison

Quantity:

Control

Red Q6 1100 packs
Black K2 1100 packs

Experimental

Red K2 1100 packs
Black Q6 1100 packs

Cigarette Descriptions:

Control - Unidentified Kool Milds 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette
Coded X6D5ALM (over-tipped to same length
as control)

fs:

cc: F. Resnik
W. Gannon
R. Thomson
F. Daylor

J. Wickham
H. Daniel
H. Spielberg
L. Meyer
C. Kounnas

J. Whitman
M. Johnston
E. Chambers
P. Gauvin

Faye Reynolds

1000359468

75-196

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975
From: Faye Reynolds Charge No. 2100
Subject: R-5515 Unidentified Belair 85 mm vs. 85 mm Menthol 8-9 mg. Dil.
CA Cigarette Coded X6D5ALM (over-tipped to same length as control)

Test Requester: P. Gauvin

Approved by:

L. Meyer
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus
100 additional Belair smokers

Presentation: Paired Comparison

Quantity:

		<u>Control</u>
Red	L9	1100 packs
Black	G5	1100 packs

		<u>Experimental</u>
Red	G5	1100 packs
Black	L9	1100 packs

Cigarette Descriptions:

Control - Unidentified Belair 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette
Coded X6D5ALM (over-tipped to same length
as control)

fs

cc: F. Resnik
W. Gannon
R. Thomson
F. Daylor

J. Wickham
H. Daniel
H. Spielberg
L. Meyer
C. Kounnas

J. Whitman
M. Johnston
E. Chambers
P. Gauvin

Faye Reynolds

1000359469

1000359470

